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Radloff et al.(10) **Pub. No.: US 2008/0141317 A1**(43) **Pub. Date: Jun. 12, 2008**(54) **SYSTEMS AND METHODS FOR MEDIA
SOURCE SELECTION AND TOGGLING**

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Publication Classification(75) Inventors: **Jon P. Radloff**, Castle Rock, CO
(US); **Thomas J. Day**, Superior, CO
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Correspondence Address:

ROPES & GRAY LLP
PATENT DOCKETING 39/361, 1211 AVENUE OF
THE AMERICAS
NEW YORK, NY 10036-8704(73) Assignee: **Guideworks, LLC**, Radnor, PA
(US)(21) Appl. No.: **11/635,148**(57) **ABSTRACT**

Systems and methods for switching or toggling between various media content sources are provided. One or more standard versions of a requested media asset may be automatically mapped to an enhanced version, if available within the media system. An on-screen toggle option may also be presented, allowing the user to switch back and forth between one or more alternate versions of the requested media asset quickly and easily. A user may also set viewing preferences to automatically present media assets in a specified version.

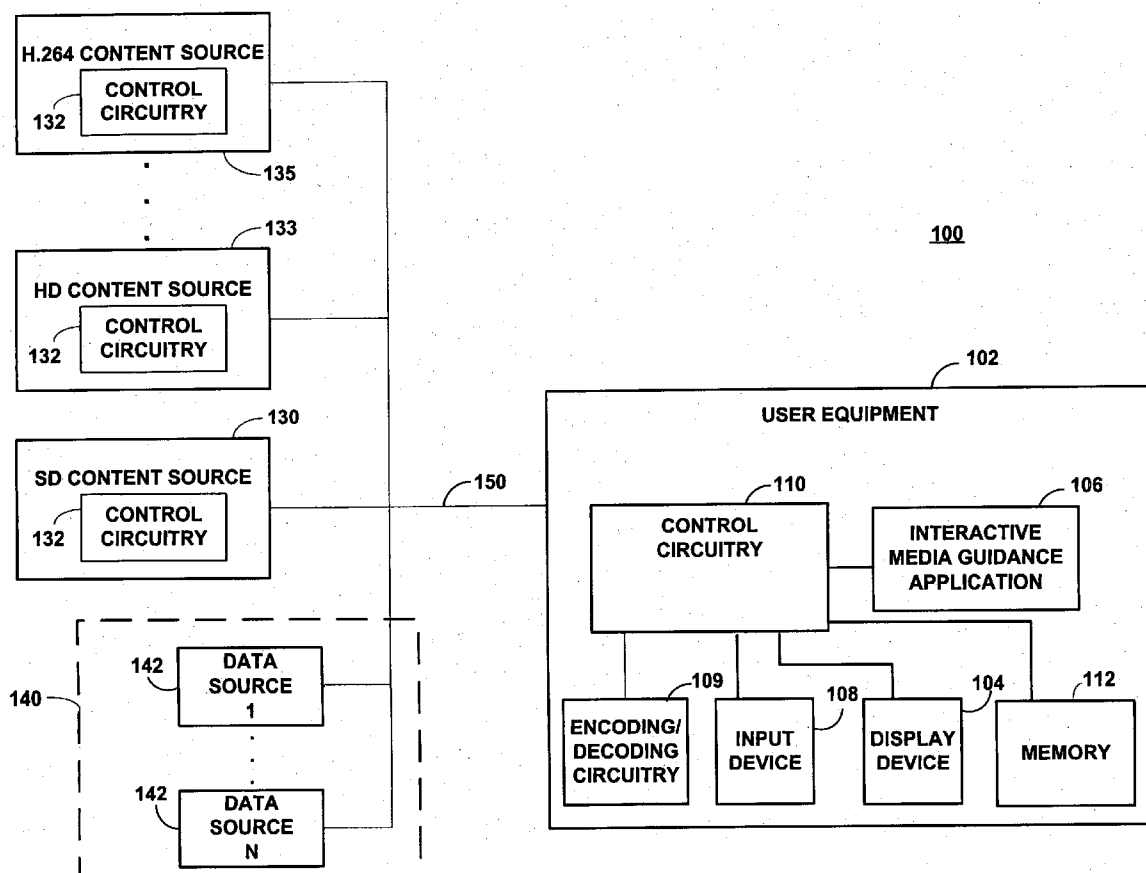
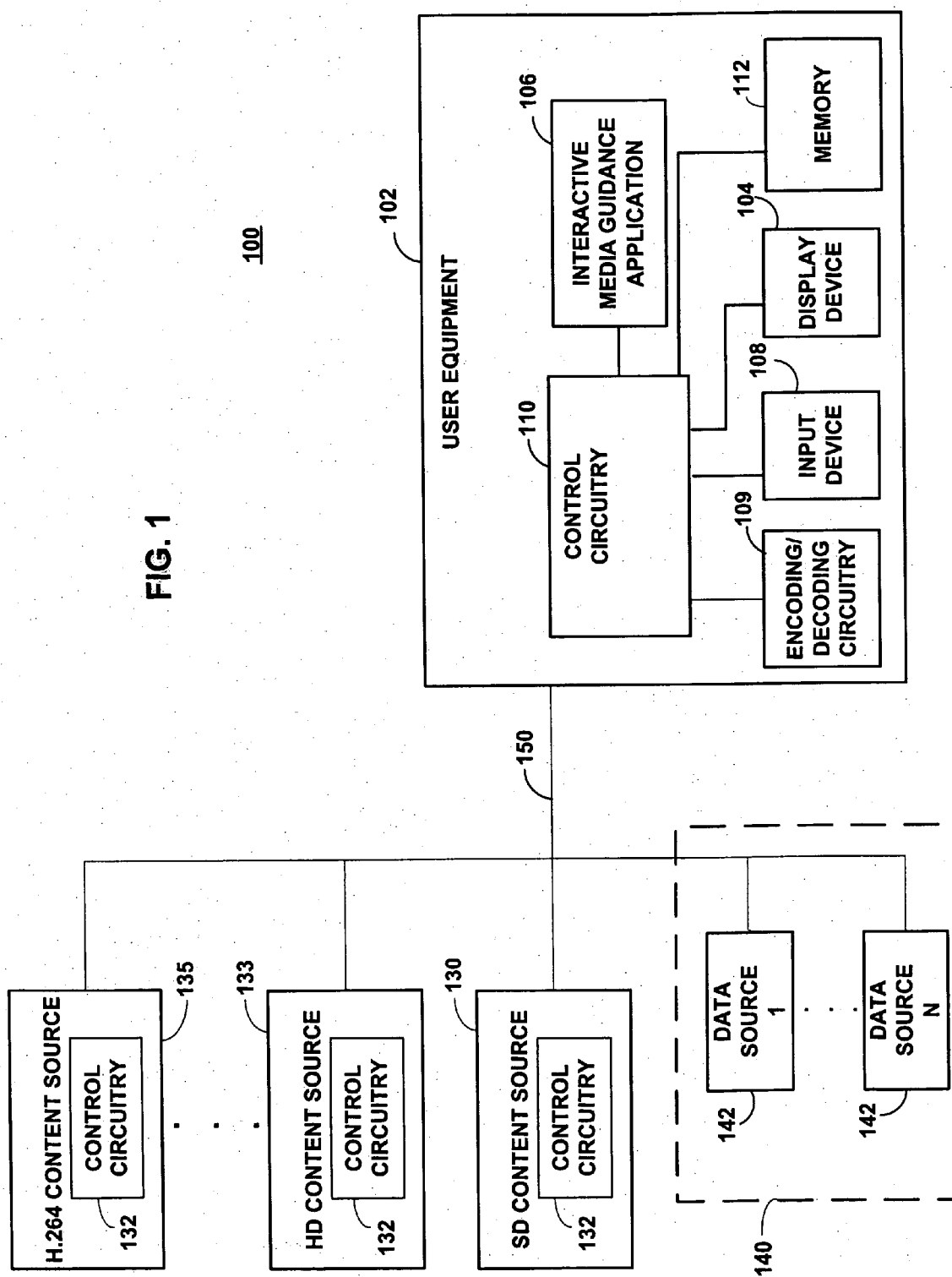


FIG. 1



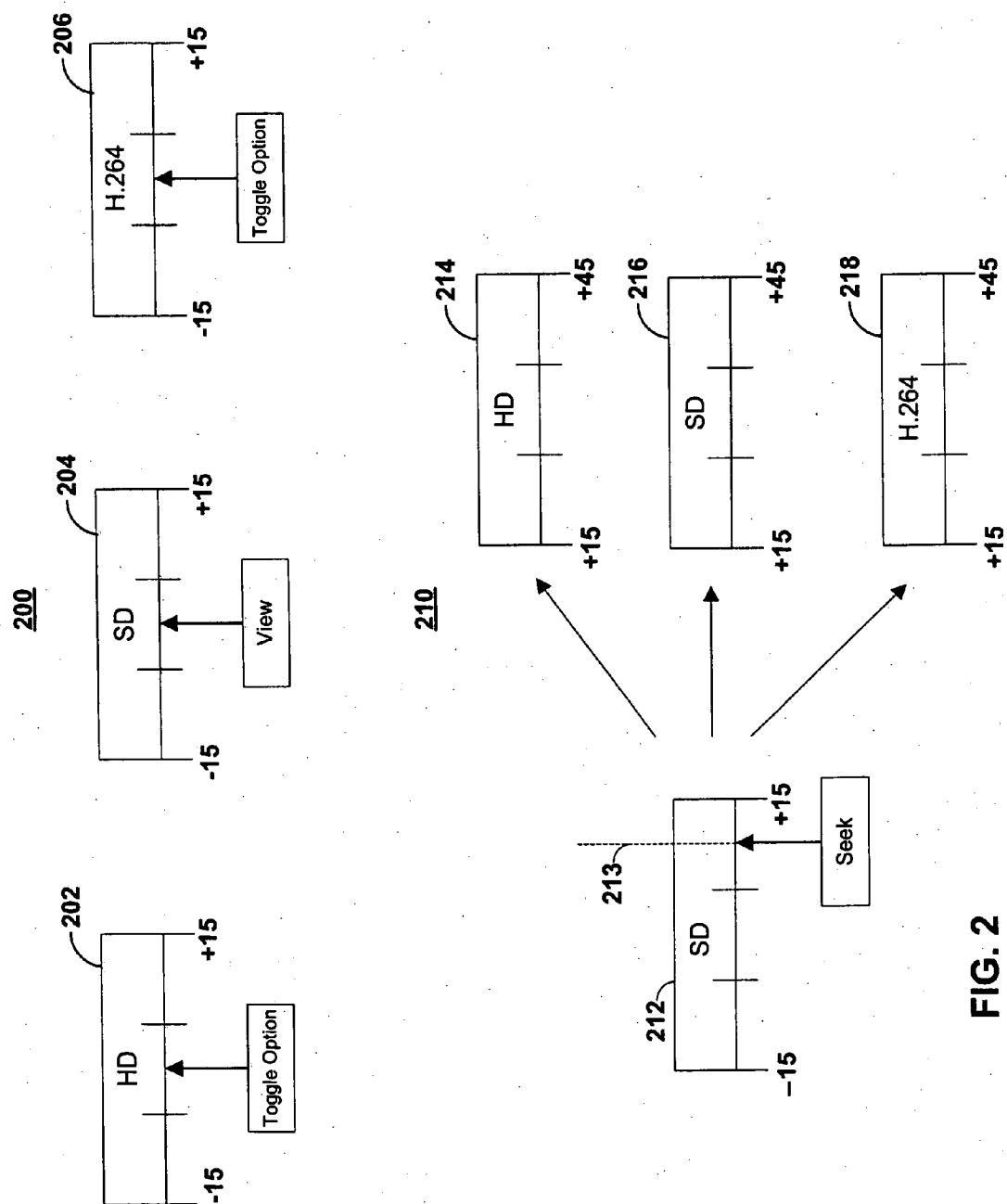


FIG. 2

300

Content	HD Source	SD Source	H.264 Source	Other Sources	Dolby Support
The Sopranos	HBOHD	HBO	HBOMobile	12.196.14.101	5.1
*	HBOHD	HBO	HBOMobile	12.196.14.102	5.1
*	ESPNHD	ESPN	ESPNMobile	12.196.14.103	5.1; DDPlus
*	Discovery HD	Discovery			5.1
*	Cinemax HD	Cinemax			5.1
*	STARZ!HD	STARZ!			5.1
*	Showtime HD	Showtime			5.1
*	INHD		INMobile	12.196.14.104	5.1
Celtics Basketball	FSNHD	FSN			5.1

FIG. 3

400

402

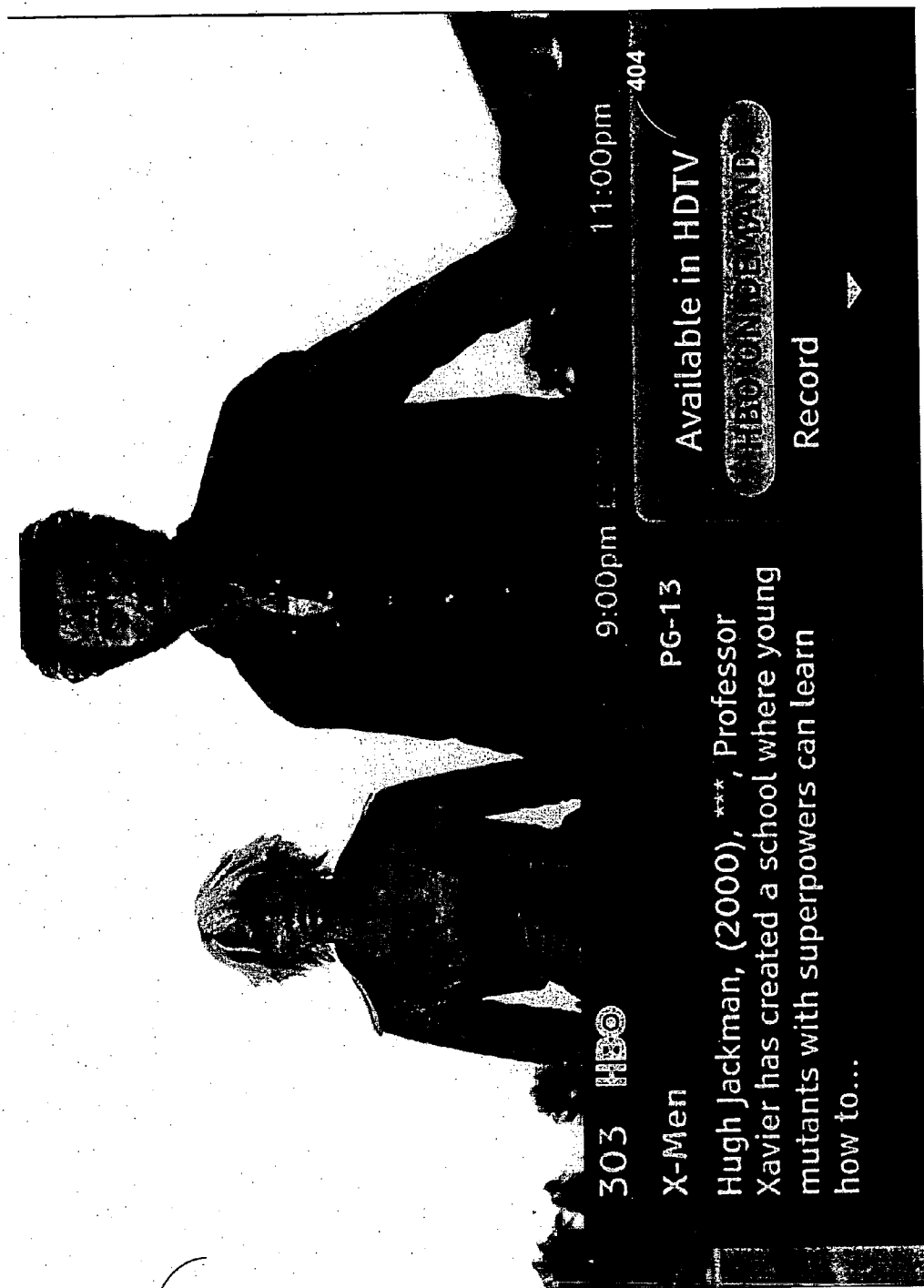


FIG. 4

500



FIG. 5

600

602

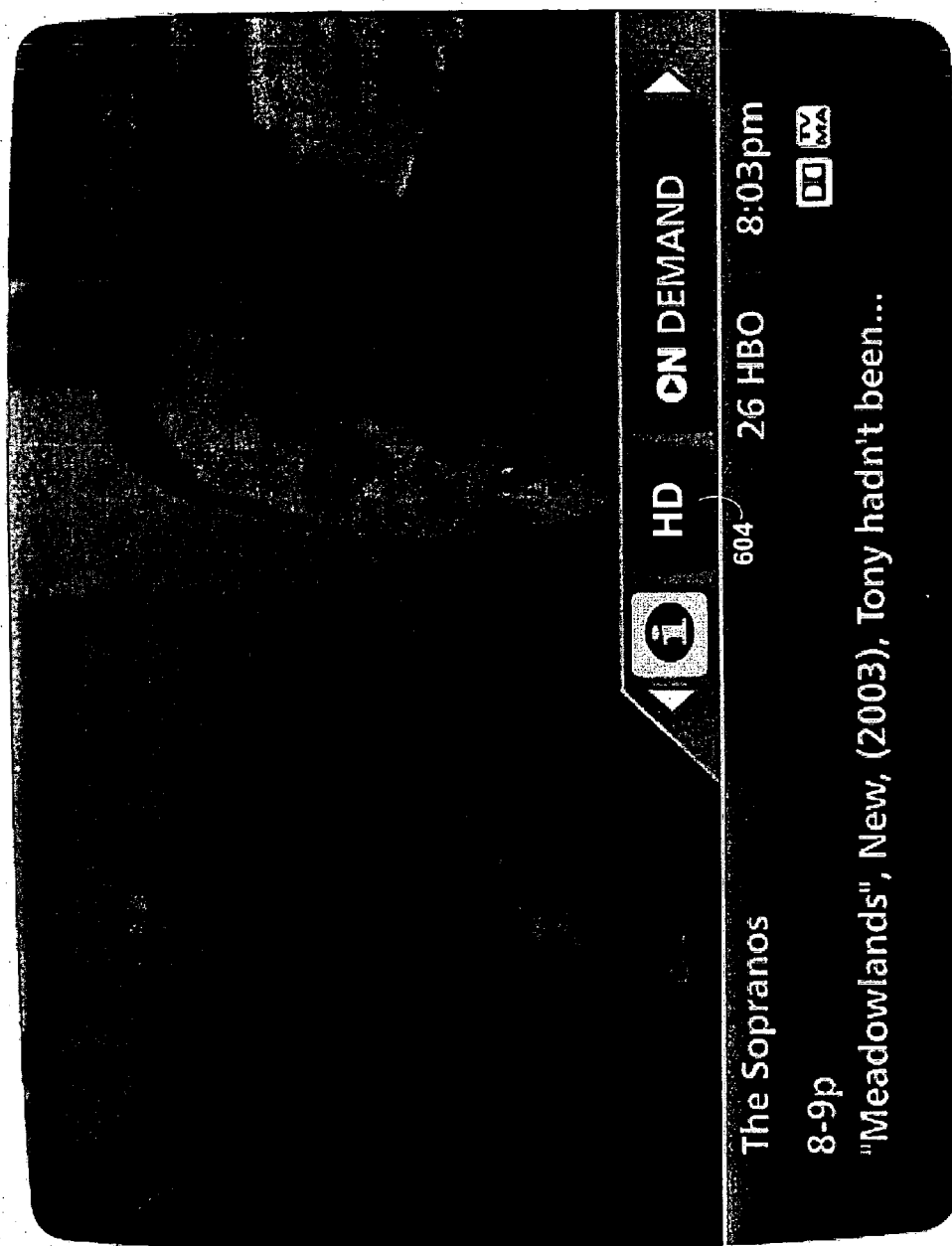


FIG. 6

700

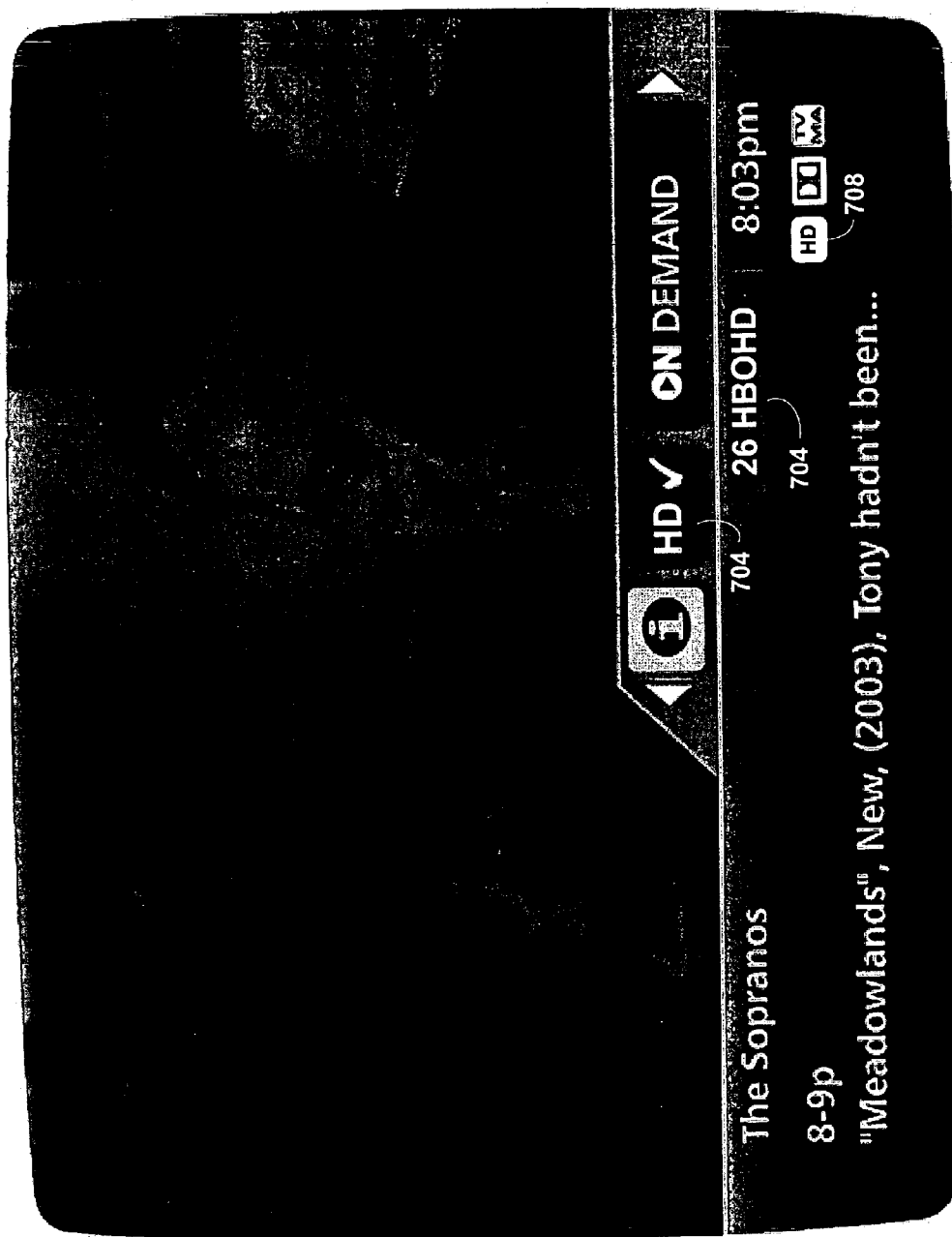


FIG. 7

800

MSO Logo

Alan's Viewing Preferences

Service
Provider
Logo

802 By Genre

Sports
Always HD

Action
Always HD

Horror
Always HD

News
Always SD

Other
Always SD

804 By Channel

ESPN
Always HD

HBO
Always HD

NICK
Always SD

PBS KIDS
Always SD

806 Content

The Sopranos
Always HD

CNBC News
Always SD

808 By Time

6:00 AM - 10:00 AM
Always SD

▼

▼

810 Options

812 Accept

814 Discard
Changes

FIG. 8

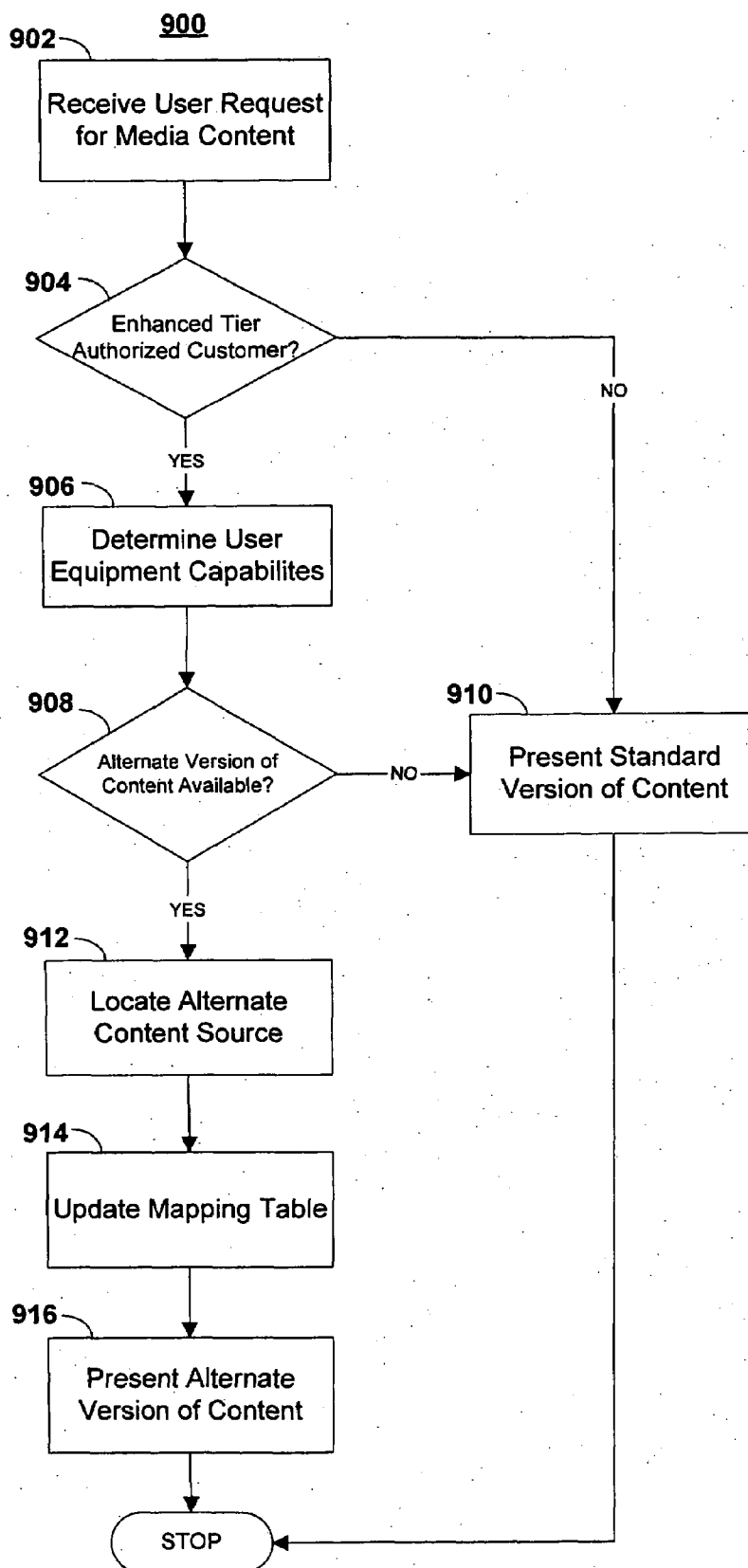


FIG. 9

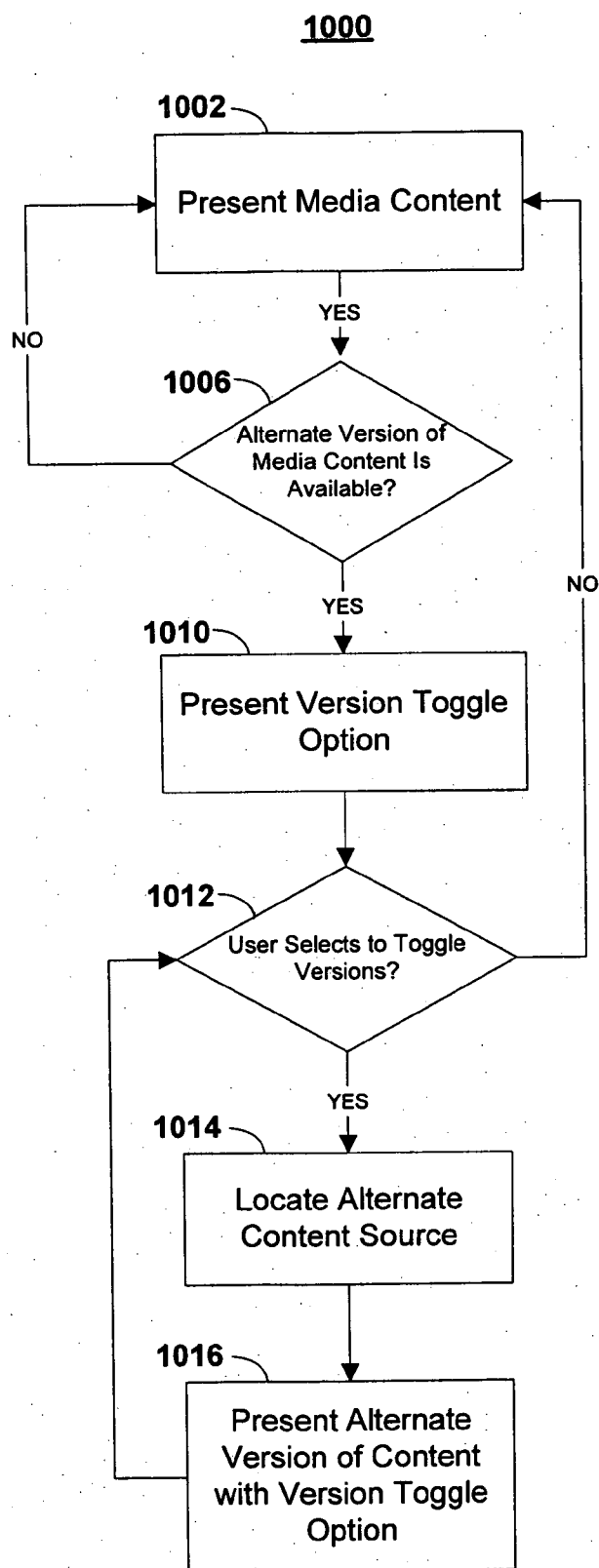


FIG. 10

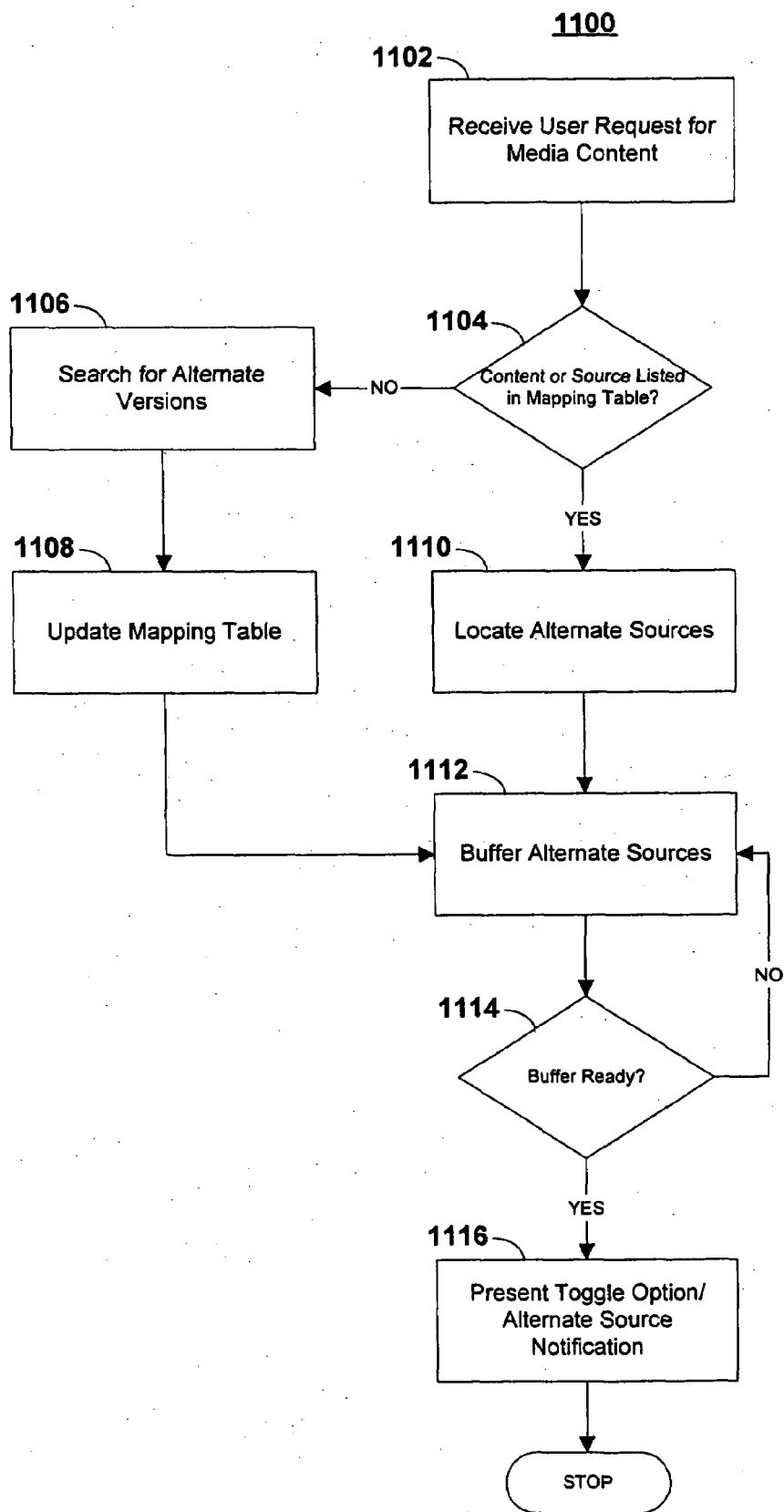


FIG. 11

SYSTEMS AND METHODS FOR MEDIA SOURCE SELECTION AND TOGGLING

BACKGROUND OF THE INVENTION

[0001] This invention relates generally to media systems and, more particularly, to media systems supporting more than one version of media assets.

[0002] Today's media systems provide viewers with a large array of media content. Broadcast television content, pay-per-view (PPV) content, recorded content, on-demand content (e.g., video on-demand (VOD) content), and digital music may all be accessed in a viewer's home using suitable user equipment. In addition, in some cases more than one version of a particular media asset may be accessible by the user equipment.

[0003] For example, a standard-definition (SD) version and a high-definition (HD) version of the same media asset may be accessible from different content sources or on different channels at the same time. As another example, an HD version or a media asset with Dolby 5.1 audio and an HD version of the same media asset with Dolby Digital EX (or Dolby Digital Plus) may also be available in the media system at the same time. Often, however, users are unaware of the availability of one or more alternate versions of media assets that are currently being presented on the user equipment.

[0004] In addition, a user may want to easily switch or toggle between more than one version of a media asset in certain instances. For example, if an HD transmission or HD signal becomes corrupt, lossy, or jumpy (e.g., due to inclement weather in satellite systems or processing and/or decoding delays), a user may wish to switch from the HD version to the SD version of the asset in order to increase video and/or audio integrity. At some later time, when the signal integrity increases, the user may then wish to quickly switch or toggle back to the HD version. As another example, a viewer may be watching an R-rated movie when other family members enter the room, and may wish to switch to a version where the audio and/or video have been edited to create a PG-13-rated movie.

[0005] Accordingly, it would be desirable to provide user equipment that automatically presents the highest-quality version of a requested media asset that is available in the media system and supported by the user equipment device. It would also be desirable to provide an enhanced user interface for notifying a user of the availability of alternate versions of media assets and permitting efficient toggling or switching from one version to another.

SUMMARY OF THE INVENTION

[0006] In accordance with the principles of the present invention, an interactive media guidance application with enhanced asset selection support is provided. The enhanced video selection support may be used to switch or toggle between two or more versions of the same media asset.

[0007] As used herein, alternate versions of media assets may include the same content available in different formats, sizes, resolutions, encoding rates, compression, frame rates, video quality, audio quality, number of audio channels, editing status, or any other suitable audio or video characteristic. Although SD and HD are sometimes used as two examples of alternate versions of a media asset, it should be clearly understood that other versions may also exist. Alternate versions may include enhanced versions of higher audio quality, video quality, or both, as well as versions of lower audio quality,

video quality, or both. For example, multiple HD versions each with a different Dolby digital (AC-3) version (e.g., Dolby digital (5.1), Dolby Digital EX, Dolby Digital Surround EX, and Dolby Digital Plus) or other audio format may be accessible. In addition, one or more highly-compressed versions of an asset may be available (e.g., in an AVC/H.264 format) in the media system. Alternate versions may also include versions in which the audio and/or the video have been edited. For example, commercials may have been added or removed, or objectionable scenes or dialog may have been removed or replaced.

[0008] The principles of the present invention may also be applied to versions of digital audio media assets without an associated video component. For example, multiple MP3 or other digital audio files with different bit rates (e.g., 128, 192, 256, and 320 kbps) and sampling frequencies (e.g., 32, 44.1, 48, 128, and 192 kHz) may be available in a media system. These digital audio files may be classified with different quality designations (e.g., average, good, better, best), and users may switch or toggle efficiently between two or more of these versions.

[0009] In some embodiments, the standard source (e.g., the SD source) of a media asset is automatically mapped to the enhanced source (e.g., the HD source), if an enhanced source is available in the media systems and supported by the user equipment device. Enhanced sources may include any sources of higher-quality video and/or audio. After receiving a user request for an asset, the interactive media guidance application may determine if the user is an enhanced tier customer. If the user is an enhanced tier customer and an enhanced version of the requested asset is available in the media system, the enhanced content source may be located. A version mapping table may then be updated to reflect the new version mapping. The standard source may be automatically mapped to the enhanced source for future access requests.

[0010] In order to facilitate source switching or toggling (these terms are used interchangeably herein), in some embodiments, a user-selectable version toggle option is presented in, for example, a flip or browse bar, information screen, transparent overlay, or window. The version toggle options allows the user to efficiently switch or toggle between one or more alternate versions of a media asset without knowing the channel number or source the alternate version or versions are accessible on. The version toggle option may be overlaid on the media asset in some embodiments and presented in any suitable location on the display screen. After a user's selection of the version toggle option, an alternate source of the media asset currently being presented is accessed and presented to the user. In some embodiments, after a user's selection of the version toggle option, the user equipment performs a stealth tune, whereby the display channel is not changed, but the call letters for the source or channel may be updated (e.g., from HBOHD to HBO or vice versa), and the new source is presented. The user-selectable version toggle option may also change to reflect that the alternate source is now being presented.

[0011] In order to toggle back and forth between alternate versions of the asset, the user may select the user-selectable option one or more times. After each selection, the appropriate source is tuned and presented to the user. If multiple alternate versions are available in the media system, the version toggle option may cycle through the available versions in a round-robin manner in some embodiments.

[0012] To facilitate seamless source toggling, one or more real-time buffers may be maintained on the user equipment in some embodiments. After determining that one or more alternate versions of the requested media asset are available in the media system, the real-time buffer may buffer one or more of these alternate versions. For example, after requesting a media asset in SD, a 30-minute buffer of both the HD and H.264 versions of the same media asset may be maintained behind, ahead, or both behind and ahead of the current viewing position. In some embodiments, the version toggle option or alternate version notification may not be displayed to the user until a sufficient amount (e.g., enough to begin decoding) of one or more of the alternate versions are buffered on the user equipment. In this way, after a user's selection of the version toggle option, the new version may be presented almost immediately without waiting to receive enough of the new version of the media asset to decode.

[0013] In some embodiments, a user profile may be created and stored to the user equipment or other location. The user profile may include various version viewing preferences. For example, the user may indicate in the user's profile that certain assets should always be presented in a particular version or format (e.g., always in HD, SD, or AVC/H.264-encoded format) if available in the media system. The user may designate media assets by title, genre, time, channel, media type, or any other suitable criterion (or combination of criteria). For example, the user may desire to always watch sports content after 5:00 PM in HD and always watch news content in SD. By making the appropriate selections in the user's profile, content in the sports or news genres (as determined, e.g., from media guidance application data) will be presented in the specified version or format, if available.

BRIEF DESCRIPTION OF THE DRAWINGS

[0014] The above and other features of the present invention, its nature and various advantages will be more apparent upon consideration of the following detailed description, taken in conjunction with the accompanying drawings, and in which:

[0015] FIG. 1 is a diagram of an illustrative interactive media system in accordance with one embodiment of the present invention;

[0016] FIG. 2 is a diagram of illustrative version buffers in accordance with one embodiment of the present invention;

[0017] FIG. 3 is an illustrative source mapping table in accordance with one embodiment of the present invention;

[0018] FIGS. 4 and 5 show illustrative display screens with enhanced source selection options in accordance with embodiments of the present invention;

[0019] FIG. 6 shows another embodiment of an illustrative display screen with an enhanced source selection option in accordance with one embodiment of the present invention;

[0020] FIG. 7 shows an illustrative display screen with a source selection toggle option in accordance with one embodiment of the present invention;

[0021] FIG. 8 shows an illustrative viewing profile display screen in accordance with one embodiment of the present invention;

[0022] FIG. 9 shows an illustrative process for automatically accessing an alternate version of an asset in accordance with one embodiment of the present invention.

[0023] FIG. 10 shows an illustrative process for toggling sources using a source selection option in accordance with one embodiment of the present invention; and

[0024] FIG. 11 shows an illustrative process for updating the version mapping table in accordance with one embodiment of the present invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0025] FIG. 1 shows illustrative interactive media system 100 in accordance with one embodiment of the invention. User equipment device 102 receives content in the form of signals from content sources 130, 133, and 135 over communications path 150. Any suitable number of users may have user equipment, such as user equipment device 102, coupled to content sources 130, 133, and 135 and data sources 140, and a single user may have multiple user equipment devices. For the clarity of the figure, however, a single user equipment of only a single user is shown.

[0026] Content sources 130, 133, and 135 may include any suitable content sources such as, for example, cable system headends, satellite television distribution facilities, television broadcast facilities, on-demand servers (e.g., video-on-demand ("VOD") servers), in-home media hubs, Internet or network media/web servers, or any other suitable facilities or systems for originating or distributing passive or interactive media content to user equipment device 102. Media assets that may be provided by content sources 130, 133, and 135 to user equipment device 102 includes broadcast programs, broadcast series, VOD programs, digital music, news, interactive applications (e.g., interactive games), Internet resources and web services (e.g., websites, newsgroups, and chat rooms), and any other media assets capable of being displayed by, presented to, recorded, or interacted with, using user equipment device 102.

[0027] The content sources available in media system may include one or more of SD content source 130, HD content source 133, and H.264 content source 135. Although these content sources are shown as separate elements in media system 100, in actual implementations these content sources may be integrated into a single content source. Other content sources may also be defined in media system 100. For example, HD content with various Dolby digital audio versions may be available as part of HD content source 133 or as one or more separate content sources. Edited content may also be included as part of any or all of the sources.

[0028] Some or all of the content available on SD content source 130 may also be available on HD content source 133, H.264 content source 135, or both HD content source 133 and H.264 content source 135. For example, some content may be available in all three formats whereas other content may be available in only SD, HD, or H.264 format.

[0029] In some embodiments, some instances of user equipment device 102 may have different capabilities. The user equipment devices may be configured to display different types of content and run different types of software on different platforms. For example, instances of user equipment device 102 may include set-top boxes, media servers, personal computers, and various mobile communications devices, such as cellular telephones and PDAs. Each of these user equipment devices may have a different bandwidth capability for receiving data. For example, a wireless user equipment device may receive data at a lower data rate than a user equipment device connected to a content or data source via a wired (e.g., cable) path. In addition, a wireless device may not be configured to display HD content, while other user equipment devices may have HD decoders and display support. In

some embodiments, a user equipment device may automatically select to only present content that is compatible with the requesting user equipment device.

[0030] Content sources **130**, **133**, and **135** may be configured to transmit signals to user equipment device **102** over any suitable communications path **150** including, for example, a satellite path, a fiber-optic path, a cable path, or any other suitable wired or wireless path. Although in the example of FIG. 1 only communications path **150** is shown, in actual implementations, numerous communications paths may connect user equipment device **102** and content sources **130**, **133**, and **135**. The signals may be transmitted as a broadcast, multicast, unicast, or any other suitable transmission stream. Content sources **130**, **133**, and **135** may also include control circuitry **132** for performing operations on the signals transmitted by the content sources such as, for example, generating new signals or communicating with user equipment device **102** to provide on-demand content.

[0031] User equipment device **102** may receive interactive application data from one or more instances of data sources **140**. Data sources **140** may provide data for a particular type of content or for a particular application running on user equipment device **102**. For example, one data source **142** may provide data for an interactive media guidance application and another data source **142** may provide data for an interactive home shopping application. In some embodiments, data sources **140** may provide data to the applications running on user equipment device **102** using a client-server model. There may be one server per data source, one server for all sources, or, in some embodiments, a single server may communicate as a proxy between user equipment device **102** and various data sources **140**.

[0032] Content sources **130**, **133**, and **135** and data sources **140** are shown in FIG. 1 as separate elements. In practice, their functionality may be combined into a single mechanism and provided from a single system at a single facility, or their functionality may be provided by multiple systems at multiple facilities. For example, one or more of content source **130**, **133**, and **135** and data source **142** may be combined to provide broadcast television content and associated broadcast television data, including ratings information, program data, genre information, or other suitable information to user equipment device **102**.

[0033] User equipment device **102** may include any equipment suitable for providing an interactive media experience. For example, user equipment device **102** may include computer equipment, such as a personal computer with a television card (PCTV). User equipment device **102** may also include television equipment such as a television and set-top box, a recording device, a video player, a user input device (e.g., remote control, a keyboard, a mouse, a touch pad, a touch screen, and/or a voice recognition/verification module) or any other device suitable for providing a complete, interactive experience. For example, user equipment **102** may include a DCT 2000, 2500, 5100, 6208 or 6412 set-top box provided by Motorola, Inc. User equipment device **102** may also include various mobile communications devices with integrated or attached displays, such as PDAS, laptop computers, cellular telephones, audio players, such as iPods, and the like.

[0034] In the example of FIG. 1, user equipment device **102** includes at least control circuitry **110**, display device **104**, interactive media guidance application **106**, memory **112**, user input device **108**, and encoding/decoding circuitry **109**,

all of which may be implemented as separate devices or as a single, integrated device. In addition to interactive media guidance application **106**, other interactive applications may be implemented on user equipment device **102**. These interactive applications may direct one or more digital or analog tuners in control circuitry **110** to display, on display device **104**, the content transmitted by content source **130** over communications path **150** and to provide interactive application features. One digital tuner may receive only HD content while another digital tuner may receive only SD content, or a single digital tuner may receive all forms of digital content.

[0035] Control circuitry **110** may direct one or more tuners to acquire a content signal in response to some user input from input device **108**. Decoding/encoding circuitry **109** may include MPEG (e.g., MPEG-2 or MPEG-4) decoding/encoding circuitry, compression/decompression circuitry, and transcoding circuitry. Decoding/encoding circuitry **109** may be capable of encoding and/or decoding HD content received from HD content source **133**, SD content received from SD content source **130**, and/or H.264 content received from H.264 content source **135**. Although decoding/encoding circuitry **109** is shown in the example of FIG. 1 as a separate element in user equipment device **102**, in actual implementations decoding/encoding circuitry **109** may be integrated with control circuitry **110**.

[0036] Display device **104** may be any suitable device capable of presenting human-perceivable media, such as, for example, a television monitor, computer monitor, LCD or plasma display, video projection device, holographic projector, virtual reality simulator, etc. Display device **104** may also be configured to provide audio and other sensory output. In some embodiments, display device **104** may also provide input to control circuitry **110** (e.g., a capacitive, resistive, or surface wave touch screen display).

[0037] Control circuitry **110** is adapted to receive user input from input device **108** (and optionally display device **104**), execute the instructions of interactive media guidance application **106**, execute the instructions of any other interactive applications, and direct display device **104** to display media content and interactive application display screens and overlays. Control circuitry **110** may include one or more tuners (e.g., analog or digital tuners), encoders and decoders (e.g., MPEG encoders and decoders), processors (e.g., Motorola 68000 family processors), communications circuitry (e.g., cable modem and ATSC 256 QAM receiver circuitry), input/output circuitry (e.g., graphics circuitry), connections to the various devices of user equipment **102** (e.g., memory **112**), and any other suitable components for providing analog or digital media content, including television programming, interactive media applications and games, digital music, and other interactive features. Control circuitry **110** may be configured to execute the instructions of interactive media guidance application **106** from memory **112**, which can include any type of storage or memory mechanism (e.g., RAM, ROM, flash memory, hybrid types of memory, hard disks, and/or optical drives). In one embodiment, control circuitry **110** may be included as part of one of the devices of user equipment **102** such as, for example, part of display **104** or any other device (e.g., a set-top box, television, and/or video player).

[0038] Memory **112** may also include one or more recording devices for storing data and assets from data sources **140** or content sources **130**, **133**, and **135**. The recording devices may include any media storage or recording device, including a digital video recorder (DVR), file system, or gaming sys-

tem. The data and assets stored on the recording device may include data for use by interactive media guidance application 106 (e.g., media content information, or any other suitable information) as well as any media assets capable of being presented with user equipment device 102.

[0039] Although, in the illustrated embodiment of FIG. 1, interactive media guidance application 106 is internal to user equipment device 102, interactive media guidance application 106 may be implemented externally or partially implemented externally to user equipment device 102. For example, interactive media guidance application 106 may be implemented at content source 130, 133, or 135 and may run using a client-server or distributed architecture where some of the application is implemented locally on user equipment device 102 in the form of a client process and some of the application is implemented at a remote location in the form of a server process. Interactive media guidance application 106 may also be implemented on any suitable server, computer equipment, or set-top box accessible by user equipment device 102. In some embodiments, interactive media guidance application 106 is integrated with another interactive application or is implemented as a standalone application, subprocess, or class (e.g., in an OCAP environment).

[0040] In at least some embodiments, interactive media guidance application 106 is implemented in software. However, an implementation of software and/or hardware may be used in other embodiments. These arrangements are merely illustrative. Other suitable techniques for implementing interactive media guidance application 106 may be used if desired.

[0041] Interactive media guidance application 106 may maintain a table of source mappings in memory 112. The table may be generated locally by the media guidance application or downloaded from a remote server, content, or data source. This table of source mappings may associate standard versions of content (e.g., SD versions) with their enhanced (e.g., HD) equivalents, if available in media system 100 (e.g., from content source 130, 133, or 135 or memory 112). The table of source mappings may also identify alternate sources of available content, such as H.264 and HD versions of content with various Dolby digital sound versions. In some embodiments, the table of source mappings may also include source or channel identifiers for the available sources, as shown in FIG. 3, described below. Interactive media guidance application 106 may access this table of source mappings to select an alternate version of a requested asset, based on user input or preferences, bandwidth considerations, the capabilities of user equipment 102, or any other suitable criteria.

[0042] For example, if network bandwidth is limited or highly-utilized, interactive media guidance application 106 may select an available SD source in lieu of the requested HD source. As another example, if a user requests a media asset in a format that is not supported by the requesting user equipment device (e.g., an HD asset when the user equipment device does not support HD decoding), interactive media guidance application 106 may automatically present the supported SD equivalent of the requested asset, if one is available in media system 100.

[0043] As previously mentioned, a media system may often have multiple versions of a media asset available within the system. For example, separate SD and HD channels may be provided for local channels, premium channels, sports channels, and other content. Sometimes corresponding SD/HD channel pairs may be grouped together in the local channel map on adjacent channel numbers. Other times, all SD chan-

nels may be grouped together in a first range, and all HD channels may be grouped together in some second range. Therefore, it may not be readily apparent to a user that an alternate version or versions of a media asset are available in the media system.

[0044] FIG. 2 shows illustrative real-time buffer sets 200 and 210. After a user request to access a media asset is received, user equipment device 102 (FIG. 1) may maintain a real-time buffer of the requested asset and one or more real-time buffers of alternate versions of the requested asset. For example, buffer 204 may contain a 30-minute window of buffered content. The content buffered in buffer 204 may correspond to the SD version of the requested asset (e.g., the version of the asset actually requested by the user). Buffers 202 and 206 may also be maintained on the user equipment device. Buffer 202 may buffer 30 minutes of the requested asset in HD (if available in the media system). Buffer 206 may buffer 30 minutes of the requested asset in H.264 format (if available in the media system).

[0045] The user equipment may buffer alternate versions of the requested content to facilitate seamless source switching or toggling between the alternate versions. As described in more detail below, a user may desire to switch from one version of media content to another version of the same media content (e.g., from an HD version to an SD version, if the HD source becomes corrupt or lossy). By maintaining real-time buffers of alternate versions of the media asset, the user equipment may more quickly present an alternate version of the asset without processing or decoding delays often associated with channel changing. The user equipment may also enable the user to manipulate the video (e.g., rewind or fast-forward) regardless of which version is being viewed. All or part of the aforementioned buffers may be pre-decoded, if desired.

[0046] Although, in the depicted embodiment, buffers 202, 204, and 206 maintain 30 minutes of buffered content, buffers 202, 204, and 206 may buffer any suitable amount or duration of content. In addition, the content buffered may be ahead, behind, or, as in the depicted embodiment, ahead and behind the user's current viewing position. As the user's current viewing position changes, buffers 202, 204, and 206 may automatically buffer more content to maintain a window centered around the viewing position. Although the depicted embodiment maintains three real-time buffers corresponding to three available versions of the requested media content, more or fewer buffers may be used in other embodiments. All of the aforementioned buffers may be maintained at the local user equipment device or at a server or content source (e.g., content source 130, 133, and/or 135 of FIG. 1) remote from the user equipment device. If one or more of the buffers are stored remote from the user equipment device, the user equipment device may access the buffers over any suitable communications path.

[0047] Buffer set 210 shows an alternate or additional buffer set that may be used in some embodiments. Buffer set 210, like buffer set 200, may support real-time seek commands (e.g., fast-forward and rewind) using buffer 212. For example, if the user is currently watching a media asset in SD, SD buffer 212 may be used for seek commands, allowing a user to seek through the version of the media asset currently being presented on the user equipment device. Instead of maintaining a centered buffered windows as in buffer set 200, once the user seeks past a certain point in buffer 212, e.g., position 213, the user equipment device may fetch more

content to buffer in buffers **214**, **216**, and **218**. The content buffered in buffers **214**, **216**, and **218** may correspond to the currently accessed media content in HD, SD, and H.264 format, respectively. Buffers **214**, **216**, and **218** may be used to allow the user to continue seeking in the same direction without delay (or with reduced delay). After the seek command is stopped, the user may then switch or toggle between buffered sources without processing or decoding delays. Although the depicted embodiment maintains three real-time buffers corresponding to three available versions of the requested media content, more or fewer buffers may be used in other embodiments, corresponding to more or fewer alternate versions of the media asset. Buffers may be used for any suitable type of alternate version, including edited versions. The versions selected for buffering may be derived from user history, user activity (e.g., active user monitoring), or user profile information, as described in more detail below in regard to FIG. 8. In some embodiments, all the alternate versions available in the media system and supported by the user equipment device are buffered.

[0048] FIG. 3 shows illustrative source mapping table **300**. Table **300** may be stored at the user equipment (e.g., in memory **112** of FIG. 1). Interactive media guidance application **106** may read from table **300** to determine if an alternate version or format of requested media content is available in the media system. The content listed in content column **302** may include specific programming content, identified by unique identifier or name. Content column **302** may also include a wildcard character, which is used to designate all content available from the corresponding source or sources.

[0049] Each content entry in table **300** may be associated with one or more entries in HD source column **304**, SD source column **306**, H.264 source column **308**, and other sources column **310**. A list of available Dolby digital versions may also be included in table **300** in Dolby support column **312**. When a user requests a media asset from a particular source (e.g., The Sopranos on HBO), interactive media guidance application **106** (FIG. 1) may look up the content or the source of the content in source mapping table **300**. For example, looking up “The Sopranos” in content column **302** or “HBO” in SD source column **306** would reveal that this program is available from an HD source (i.e., HBOHD) and an H.264 source (i.e., HBOMobile). The content is also available in other sources from the network addresses listed in other sources column **310**. Other sources column **310** may include network sources, such as streaming Internet sources. Different formats of the same content may be available from different types of sources. For example, the SD version of a program may be available from a broadcast television channel, the HD version may be available from a video-on-demand server, and the H.264 version may be available from an Internet feed. The format of the source table shown in FIG. 3 is merely illustrative. Other arrangements may be used. Support for other video and audio formats or other types of alternate versions, including edited versions, may be included if desired.

[0050] As described above, in some embodiments, after a user request for the media content, interactive media guidance application **106** (FIG. 1) automatically presents the requested content in the highest-quality version available in the media system. For example, if a user requests “The Sopranos” in SD from HBO, the user may be automatically presented with “The Sopranos” in HD from HBOHD, if the user equipment supports HD programming. In other embodi-

ments, content is not automatically presented in the highest-quality version available, but instead a notification is presented to the user that the content is available in one or more alternate versions. In still other embodiments, content is automatically presented in the highest-quality versions supported by the requesting user equipment and a notification is presented to the user that one or more alternate versions are available in the media system, as described in more detail below.

[0051] For example, FIG. 4 shows illustrative display screen **400**. The user is watching programming in SD on channel “**303 HBO**” in area **402**. Upon tuning to this channel, a flip bar or information region may be presented on the screen. This flip bar or information region may include the name of the content, its rating, its source, a brief description or summary, as well as alternate version notification **404**. The flip bar may be presented until the user presses an appropriate key or button on input device **108** (FIG. 1), or the flip bar may automatically timeout after a predetermined number of seconds. Alternate version notification **404** may be presented after a user tunes to a channel presenting programming with one or more alternate versions available. Alternatively or additionally, version notification **404** may be presented after the user requests more information about the program currently being displayed in area **402** by pressing an “Info” button (or other suitable button) on input device **108** (FIG. 1). Although in the example of FIG. 4, alternate version notification **404** informs the user that the content is available in HD, additional version notifications similar to alternate version notification **404** may inform the user of other available versions of the media asset currently being presented in area **402**, if available in the media system. For example, an HD and H.264 version may both be available, in which case two version notifications may be presented in the flip bar area. As another example, if a version is available that has been edited for content, the version notification may show the program parental rating (e.g., R or PG).

[0052] In addition to or instead of the version notification appearing in a flip bar area, the notification may appear in area **402** itself. For example, version notification **404** may appear in any corner of area **402**, on an information overlay, on a full-screen information screen, in an interactive application screen (e.g., interactive media guidance application screen), or any other suitable location.

[0053] In some embodiments, the version notifications may be interactive or selectable by a user. For example, a user may select alternate version notification **404** to be presented with the HD version of the movie “X-Men,” as shown in display screen **500** of FIG. 5. In some embodiments, after selecting alternate version notification **404**, a real-time buffer is created for the HD version of the asset. The SD version may continue to be presented until a sufficient amount of the HD version has been received for decoding. Only after the HD version has been decoded (and is ready for presentation) does the control circuitry present the HD version. In this way, source switching or toggling in accordance with the present invention is streamlined to minimize decoding delays (and black or blank screens) often associated with channel switching.

[0054] In addition to presenting the content in HD in area **502**, the interactive media guidance application may also update the call name and/or channel number for the HD content. For example, in the example of FIG. 5, call name **504** has been changed to “HBOHD.” One or more additional indications that the content being presented is in HD may also

be displayed. For example, label **506** may inform the user that the content being presented in area **502** is HD content.

[0055] In some embodiments, HD content may be available with different digital sound characteristics. For example, the HD movie "X-Men" shown in FIG. 5 may be available in Dolby 5.1, Dolby Digital Plus, DTS-ES, and several other suitable home theater or digital audio formats. These available formats may be listed in one or more version notifications, such as version notification **508**, if the user equipment supports the versions. Each of these version notifications may be selected by a user. After selecting a version notification, the user may be tuned directly to the selected version of the asset.

[0056] FIG. 6 shows illustrative display screen **600** presenting SD content in area **602**. At the top of the flip bar, an action row of selectable icons is presented to the user. One of the selectable icons is "HD" icon **604**, indicating that the content currently being presented is available in HD. If the user desires to view the content in HD, the user may select icon **604**. After selecting icon **604**, the interactive media guidance application may select the HD content source and present the content in HD.

[0057] After selecting icon **604**, the user may be presented with display screen **700** of FIG. 7. Display screen **700** presents the same content presented in area **602** of FIG. 6 in HD in area **702**. A check mark (or other suitable indicator) may reflect the change in presentation in "HD" icon **704**. In addition, channel call name **704** may be updated and HD identifying logo **708** may be displayed. In this example, the interactive media guidance application has performed a "stealth tune." The channel number displayed to the user has not changed, even though a tune may have taken place in order to access the alternate content version. In some embodiments, the call letters may also remain the same when a stealth tune is performed.

[0058] The interactive media guidance application may also maintain a user profile of viewing preferences in some embodiments. The user profile may be derived from direct user input (e.g., a user changing the default settings). Additionally or alternatively, a user's viewing profile may be automatically adjusted based on active user monitoring. For example, the interactive media guidance application may execute an application process that monitors all user interaction with the user equipment. This application process may monitor such user interactions as the amount of time spent on a given channel, the number and types (e.g., genres) of programs viewed in SD, the number and types (e.g., genres) of programs viewed in HD, the number and types (e.g., genres) of programs viewed in H.264, the ratings of programs watched, parental controls in place, and any other suitable interaction with the user equipment of the interactive media guidance application. Based on the active user monitoring, the interactive media guidance application may automatically create or update the user's viewing preferences in the user's profile.

[0059] For example viewing preferences display screen **800** of FIG. 8 may include default selections derived from user behavior. A user may change these default selections in viewing preferences display screen **800** to customize the selections, if desired. For example, the user may press a "Profiles" button on input device **108** (FIG. 1) at any time to be presented with viewing preferences display screen **800**.

[0060] In some embodiments, the user may set viewing preferences based on any suitable criterion (or combination of criteria). Some common criteria are shown in FIG. 8. For

example, to set viewing preferences by genre, the user may select any available genre in genre listing **802**. In this way, the user may customize the presentation of media content based on the content's genre classification. The genre classification may be derived from any suitable source, such as media guidance application data delivered from one or more data sources (such as data source **140** of FIG. 1).

[0061] Below each genre, the user is presented with several viewing options. These viewing options may include such presentation options as "Always HD," "Always SD," "Always H.264," "Always HD/Dolby 5.1," "Always HD/Dolby 6.1," "Always HD/Dolby EX," "Always HD/Dolby Digital Plus," and "Best Available." Other suitable options may also be presented based on the availability of other versions of media content in the media system. Other suitable options may include, for example, "Unedited," "Edited for Families," and "Commercial Free." After a user has saved the preferences displayed in display screen **800** by selecting accept button **812**, the interactive media guidance application may create or update the user's profile to reflect the selections in display screen **800**. This profile information may then be used to automatically present the desired versions of media content based on the genre of the media content. For example, as shown in the example of FIG. 8, all sports, action, and horror genre content will be presented in HD (if available), while news and any other genre content is presented in SD. More or fewer genres than those shown in FIG. 8 may also be defined.

[0062] Similarly, a user may select to have all content on a particular channel (or from a particular source) be presented in a certain version or format. As shown in channel listing **804**, some frequently watched channels are listed with viewing options. These options may include the same viewing options available under genre listing **802** (e.g., always HD, always SD, always H.264). More or fewer channels than those shown in FIG. 8 may be presented in channel listing **804** by selecting options button **810**. In some embodiments, the list of channels may automatically include all channels that offer multiple formats and automatically exclude all channels that only offer a single format.

[0063] The user may also select specific programming (e.g., all episodes of "The Sopranos") for presentation in a particular version or format (if available). The user may add or remove content from content listing **806** by selecting options button **810**. The viewing options for content may include the same viewing options available under genre listing **802** (e.g., always HD, always SD, always H.264). In some embodiments, specific programs may be added to the list by the user when the programs are encountered in the context of an interactive application, such as an interactive media guidance application. For example, the user may access a program information screen for a specific program found in a program listing screen of an interactive media guidance application, and the program information screen may include an option to specify a viewing preference for the program, its channel, or its genre.

[0064] Finally, the user may also set up viewing preferences for certain times of the day (e.g., 6:00 AM-10:00 AM), certain days of the week (e.g., Saturday and Sunday), certain months of the year (e.g., basketball season), or any other convenient temporal criteria. In some embodiments, time criteria may be specified in combination with genres, channels or specific programs. The viewing options for temporal

criteria may include the same viewing options available under genre listing **802** (e.g., always HD, always SD, always H.264, and family friendly).

[0065] To save the selections displayed in display screen **800**, the user may select accept button **812**. After selecting accept button **812**, the user's profile may be created (if a profile does not already exist for the user) or updated accordingly. To discard all changes, the user may select discard button **814**.

[0066] FIG. 9 shows illustrative process **900** for selecting an alternate content source and presenting an alternate version of a requested media asset. As previously mentioned, in some embodiments, interactive media guidance application **106** (FIG. 1) automatically maps all standard content (e.g., SD content) to their enhanced equivalents (e.g., HD content), if available within media system **100** (FIG. 1). Although HD content is one example of an alternate version of content, others alternate versions may also exist.

[0067] At step **902** a user request for media content is received. For example, a user may tune to a particular channel or content using input device **108** (e.g., a remote control). At step **904**, the interactive media guidance application may determine if the user is an enhanced tier customer at step **904**. For example, the user may be required to pay an additional fee or have a user equipment device with an authorized network identifier. This authorized network identifier may indicate what versions or formats of media content the user equipment is capable of presenting. For example, some user equipment devices may include decoding/encoding circuitry **216** (FIG. 2) that includes HD decoding/encoding support. Other user equipment devices may not support presentation of HD content.

[0068] If the user is not an enhanced tier customer, the requested content may be presented to the user in standard format at step **910**. For example, control circuitry **110** (FIG. 1) may direct a tuner to acquire and present, on display device **104** (FIG. 1), the requested content in SD. However, if the user is an enhanced tier customer, the capabilities of the requesting user equipment may be determined at step **906**. As previously discussed, since user equipment devices may take the form of many devices running many different platforms, the capabilities of user equipment devices may vary considerably. For example, cellular telephones and other mobile devices may support only highly-compressed, low data rate or frame rate video. As another example, some set-top boxes may support HD programming while others may not. To determine the user equipment capabilities, the model or version of the user equipment device may be read at step **906**.

[0069] After determining the capabilities of the requesting user equipment device at step **906**, the interactive media guidance application next determines, at step **908**, whether one or more alternate versions of the requested content is available in media system **100** (FIG. 1). For example, mapping table **300** (FIG. 3) may be consulted to determine if an alternate version of the requested content exists in the media system. The alternate version may be available on its own channel or source (e.g., a premium HD channel) or may be available via an on-demand or pay-per-view service. A query may also be sent to a content source or data source (such as content source **130**, **133**, or **135** or data sources **140** of FIG. 1) in order to determine if one or more alternate versions of the requested content exist within media system **100** (FIG. 1).

[0070] If an alternate version is not available at step **908**, the requested content may be presented in its standard version at

step **910**. If an alternate version is available at step **908**, the interactive media guidance application may locate the alternate content at step **912**. For example, the source or channel the alternate version is located on may be read from mapping table **300** (FIG. 3). Additionally or alternatively, a network query of data sources or a content source may be executed in order to determine the source of the alternate content, particularly if the alternate content is available on a channel or source not listed in the local channel map.

[0071] After locating the alternate source, a source mapping table (e.g., table **300** of FIG. 3) may be updated to reflect the location or source of the alternate version. For example, the user equipment may update table **300** (FIG. 3) to include a new entry for each alternate version of the content available in the media system. This way, if a user subsequently attempts to access the standard version of the requested content again, then the media guidance application may automatically present the alternate version, based on user preferences. Finally, at step **916**, the alternate version of the requested content is presented to the user.

[0072] In practice, one or more steps shown in illustrative process **900** may be combined with other steps, performed in any suitable order, performed in parallel (e.g., simultaneously or substantially simultaneously) or removed. For example, in some embodiments, the standard version may not be automatically mapped to the enhanced version for subsequent access requests at step **914**. Rather, in some embodiments, the user may access the standard version on subsequent or subsequent access requests. After accessing the standard version, a notification may be presented to the user, as indicated in illustrative process **1000** below.

[0073] FIG. 10 shows illustrative process **1000** for presenting a version notification or version toggle option to a user. At step **1002**, media content may be presented to the user. At step **1006**, the interactive media guidance application may determine if one or more alternate versions of the media content currently being presented is available in the media system. For example, mapping table **300** (FIG. 3) may be consulted to determine if an alternate version of the requested content exists in the media system. The media guidance application may also execute a query of one or more content sources (e.g., content sources **130**, **133**, **135** of FIG. 1) to determine if any alternate versions exist in the media system. The alternate versions may include one or more enhanced versions (e.g., if a standard version is currently being presented) or a standard versions (e.g., if an enhanced version is currently being presented). In some embodiments, alternate versions may be ignored if the user equipment does not support them.

[0074] If, at step **1006**, an alternate version is not available in the media system, the media content may continue to be presented at step **1002**. If, at step **1006**, the alternate version is available in the media system, a version toggle option or version notification may be presented to the user at step **1010**. For example, the information flip bar in FIGS. 4-7 may be presented to the user. The version toggle option may be presented at any suitable location in the main programming screen or window, on an overlay (e.g., a transparent overlay), or in a separate window. If the user wishes to switch or toggle versions, the user may select the version toggle option at step **1012**. If the user does not select the version toggle option, the media content presented at step **1002** may continue to be presented.

[0075] After the user selects the version toggle option at step **1012**, the alternate content source may be located at step

1014. For example, the source or channel the alternate version is located on may be read from mapping table **300** (FIG. 3). Additionally or alternatively, a network query of a data source or content source may be executed in order to determine the source of the alternate version, particularly if the alternate version is available on a channel or source not listed in the local channel map. Finally, at step **1016**, the alternate version is presented to the user with a version toggle option. For example version notification **704** (FIG. 7) may be presented in a flip or status bar or information region of the display screen. The user may then select the version toggle option to switch or toggle versions again, if desired.

[0076] Although illustrative process **1000** refers to an alternate version, in some embodiments multiple alternate versions may be available. For example, an SD, HD, H.264, and several HD versions with different Dolby digital sound versions may all be available. The versions notification or version toggle option may permit a user to select one version from all such versions available in the media system, or separate version toggle options may be provided for each alternate version.

[0077] In practice, one or more steps shown in illustrative process **1000** may be combined with other steps, performed in any suitable order, performed in parallel (e.g., simultaneously or substantially simultaneously) or removed.

[0078] FIG. 11 shows illustrative process **1100** for buffering one or more alternate versions of a media asset. At step **1102**, a user request to access a media asset is received. For example, the user may select a listing from a media guidance application schedule grid guide. At step **1104**, the media guidance application may determine if the requested content is listed in a source mapping table (e.g., source mapping table **300** of FIG. 3). If the content is listed in the source mapping table, one or more alternate sources may be located at step **1110**. For example, table **300** (FIG. 3) may list the channel number, call name, source identifier, or network address of one or more alternate versions of the requested content.

[0079] If, at step **1104**, the media guidance application determines that the requested content is not listed in a source mapping table, at step **1106** the media guidance application may search for alternate versions accessible by the user equipment device. For example, a query of content sources **130**, **133**, and **135** (FIG. 1) may be executed to discover alternate versions of the requested media content. The results of the search may be updated in the mapping table at step **1108**. For example, one or more new entries may be created (or existing entries modified) in mapping table **300** (FIG. 3).

[0080] After updating the mapping table at step **1108** or locating alternate sources at step **1110**, one or more of the alternate source may be buffered in one or more real-time buffers, like the buffers shown in FIG. 2. For example, a HD and H.264 version of the requested content may be buffered. At step **1114**, the media guidance application determines if the buffer or buffers are ready. For example, the user equipment may buffer enough of an MPEG-2 or MPEG-4 stream to permit immediate decoding. After the buffer or buffers are ready, a version toggle option or alternate source notification may be presented to the user at step **1116**. For example, the information flip bar in FIGS. 4-7 may be presented to the user. The version toggle option or version notification may be presented at any suitable location in the main programming screen or window, on an overlay (e.g., a transparent overlay), or in a separate window.

[0081] In practice, one or more steps shown in illustrative process **1100** may be combined with other steps, performed in any suitable order, performed in parallel (e.g., simultaneously or substantially simultaneously) or removed.

[0082] The above described embodiments of the present invention are presented for purposes of illustration and not of limitation, and the present invention is limited only by the claims which follow.

What is claimed is:

1. A method for presenting media assets on a user equipment device, the method comprising:
 - receiving a user request for a media asset;
 - determining if the requested media asset is available in at least one alternate version, wherein the alternate version is not the requested version; and
 - presenting the requested media asset with an on-screen version toggle option in response to determining that the requested media asset is available in the at least one alternate version, wherein the on-screen version toggle option is selectable by a user.
2. The method of claim 1 further comprising:
 - receiving an indication of a user selection of the on-screen version toggle option; and
 - in response to receiving the indication, presenting one of the at least one alternate version.
3. The method of claim 1 wherein the at least one alternate version is selected from the group consisting of a standard-definition version, a high-definition version, a high-definition version with Dolby digital sound, an H.264 version, an unedited version, an edited for children version, and an edited for advertisements version.
4. The method of claim 1 wherein determining if the requested media asset is available in at least one alternate version comprises reading a source mapping table stored on the user equipment device.
5. The method of claim 1 wherein determining if the requested media asset is available in at least one alternate version comprises querying a content or data source remote from the user equipment device.
6. The method of claim 1 further comprising determining whether the user equipment device supports the at least one alternate version.
7. The method of claim 1 wherein presenting the requested media asset with the on-screen version toggle option comprises presenting the on-screen version toggle option in an information region of a display screen.
8. The method of claim 1 wherein presenting the requested media asset with the on-screen version toggle option comprises presenting the on-screen version toggle option on top of the requested asset.
9. The method of claim 1 wherein presenting the requested media asset with the on-screen version toggle option comprises presenting the on-screen version toggle option in an overlay.
10. The method of claim 1 wherein the requested media asset is selected from the group consisting of broadcast television programming, recorded programming, on-demand programming, pay-per-view programming, and digital music.
11. The method of claim 1 further comprising buffering at least one of the at least one alternate version on the user equipment device.

12. The method of claim **2** further comprising buffering at least one of the at least one alternate version in response to receiving the indication.

13. A system for presenting media assets on a user equipment device, the system comprising:
a user input device; and
control circuitry configured to:

receive, from the user input device, a user request for a media asset;

determine if the requested media asset is available in at least one alternate version, wherein the alternate version is not the requested version; and

present the requested media asset with an on-screen version toggle option in response to determining that the requested media asset is available in the at least one alternate version, wherein the on-screen version toggle option is selectable by a user.

14. The system of claim **13** wherein the control circuitry is further configured to:

receive, from the user input device, an indication of a user selection of the on-screen version toggle option; and
in response to receiving the indication, present one of the at least one alternate version.

15. The system of claim **13** wherein the at least one alternate version is selected from the group consisting of a standard-definition version, a high-definition version, a high-definition version with Dolby digital sound, an H.264 version, an unedited version, an edited for children version, and an edited for advertisements version.

16. The system of claim **13** wherein the control circuitry is configured to determine if the requested media asset is available in at least one alternate version by looking up the requested asset in a source mapping table.

17. The system of claim **13** wherein the control circuitry is configured to determine if the requested media asset is available in at least one alternate version by querying a content or data source remote from the user equipment device.

18. The system of claim **13** further wherein the control circuitry is further configured to determine whether the user equipment device supports the at least one alternate version.

19. The system of claim **13** wherein the control circuitry is configured to present the requested media asset with the on-screen version toggle option by presenting the on-screen version toggle option in an information region of a display screen.

20. The system of claim **13** wherein the control circuitry is configured to present the requested media asset with the on-screen version toggle option by presenting the on-screen version toggle option on top of the requested asset.

21. The system of claim **13** wherein the control circuitry is configured to present the requested media asset with the on-screen version toggle option by presenting the on-screen version toggle option in an overlay.

22. The system of claim **13** wherein the requested media asset is selected from the group consisting of broadcast television programming, recorded programming, on-demand programming, pay-per-view programming, and digital music.

23. The system of claim **13** further wherein the control circuitry is further configured to buffer at least one of the at least one alternate version on the user equipment device.

24. The system of claim **14** wherein the control circuitry is further configured to buffer at least one of the at least one alternate version in response to receiving the indication.

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